GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:4278
ANSWERED ON:12.12.2016
Promotion of Beach Tourism
Yeddyurappa Shri B. S.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any scheme to promote beach tourism;
(b) if so, the financial assistance extended to the States for the development of sea beaches during each of last three years, State-wise; and
(c) the other steps being taken for the development and promotion of beach tourism in the Country, State/UT-wise particularly in Karnataka?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism promotes India as a holistic destination as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote tourism products and destinations of the country including Beach Tourism. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country.
(b): Details of Central financial assistance extended to the States/Union Territory Administrations for the development of infrastructure in the Coastal area during last three years is annexed.

(c): The Ministry of Tourism has launched Swadesh Darshan Scheme in 2014-15 for integrated development of Theme-Based tourist Circuits in the country. Coastal Circuit has been identified as one of the thirteen thematic circuits for development under this scheme.

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